



980 9TH STREET, SUITE 480
SACRAMENTO, CA 95814

JOB DESCRIPTION: Manager – Publications & Consumer Outreach

Job Title: Manager – Publications & Consumer Outreach
Department: Information Services
Reports To: Chief Deputy Director
Classification: Regular, Full Time Exempt
Supervisory responsibility: Yes
Position Start Date: June 1, 2006 or after
Salary range: **\$45,000 – \$62,000 DOE (Depending on Experience)**

Position Summary:

Responsible for managing all aspects of the consumer outreach, tourism publications and fulfillment programs, including planning, development, implementation and budgeting for the program, as well as contractor performance.

Key Duties & Responsibilities:

<u>% of Time</u>	<u>Activity</u>
55%	<p>Oversee, edit and final approval authority for all California Tourism publications including: <i>California Official State Visitor's Guide and Travel Planner</i>, <i>California Official State Map</i>, <i>California Driving Tours</i>, and other printed promotional materials. Oversee the development and production of editorial content, photo selection (purchase of tourism photography), layout, printing, cooperative sponsorship, and vendor selection. Work with publisher to establish distribution of all other California Tourism publications. Consult with other staff members regarding production and editorial of in-house collateral including: <i>International Brochures</i> and cooperative marketing pieces. Manage contractors, including final approval of work products, approval of payments and approval of adjustments to budget.</p> <p>Manage California Tourism's fulfillment program including contract development and management. Coordinates and develops revenue-producing aspects of the fulfillment program. Determine scope and content of contractor reports; reviews and final approval of contractor work performance reports.</p>
25%	<p>Provide and upload content for the California Tourism Web site including editorial content, layout and design. Work with CIO regarding functionality of Web site and development of upgrades to site.</p>

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| 10% | Provide California Travel information at key consumer events and domestic travel trade shows. |
| 10% | Other duties as assigned by supervisor. |

Essential Qualifications:

To perform this job successfully, an individual must be able to perform each key duty satisfactorily:

- Knowledge of California and its geography.
- Excellent organizational and communication skills; strong attention to detail and ability to follow through.
- Excellent writing and editing skills a must.
- Ability to strategically plan and schedule more than 12 months in advance and adhere to set schedules.
- Understanding of basic Web and print publishing processes.
- Ability to communicate and work well with others in a professional office environment
- Minimum of six years professional experience in the tourism industry
- Education equivalent to Bachelors Degree or higher in marketing, recreation, Tourism or related field a plus
- Some travel may be required
- Work hours regularly exceed 40 hours per week
- Ability to handle multiple tasks and meet deadlines
- Knowledge of Microsoft Office product, PageMaker and other graphics or presentation software, HTML

Compensation:

In addition to salary, CTTC offers medical, dental, vision, disability, sick and vacation leave, and a 401k plan.

How to Apply

Please send your cover letter and resume by email to Tracy Garrett, Finance Manager/HR, at tgarett@cttc1.com, prior to May 15, 2006.